



WHAT IS SMALL BUSINESS SATURDAY?

Small Business SaturdaySM was created in 2010 in response to small business owners' most pressing need: more customers. Falling between Black Friday and Cyber Monday, it's a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. It has since become a nation-wide, well-known celebrated event on the national calendar with support from, elected officials, public and private organizations and millions of Facebook users.

The fourth annual Small Business Saturday gave a boost to Main Street merchants and spurred millions of consumers to spend billions at independently-owned small businesses. This year Small Business Saturday will be held on November 29th and we are working to make it bigger than ever for small businesses.



WHY SUPPORT SMALL BUSINESS SATURDAY?

- Demonstrates commitment to the communities in which we do business
- Creates goodwill within the communities where our employees work and live
- When we support small business, jobs are created and local communities preserve their unique culture

DID YOU KNOW?

- The 23 million small businesses in America account for 54% of all U.S. sales¹
- Small businesses provide 55% of all jobs and 66% of all net new jobs since the 1970s²
- 73% of local small business owners aware of Small Business Saturday said they make it a point to hire employees from their neighborhood³
- When you shop at independent, locally owned businesses, 52% of what you spend stays right in your community⁴

^{1,2} U.S. Small Business Administration (2012)

³ The American Express OPEN Small Business Saturday Consumer Pulse (2013)

⁴ American Booksellers Association Indie Impact Study Series Conducted by Civic Economics (2011-2013)

WHAT PEOPLE ACROSS THE NATION ARE SAYING ABOUT 2013 SMALL BUSINESS SATURDAY:

"My shop saw a 40 percent increase in sales last small business Saturday, compared with the Saturday before Thanksgiving the year before and another 10% increase this year." - *Annie Taylor, Leona Sue's flower shop, Scott, LA*

"Today's been a really big volume for us. I think we've had more sales today and people just stopping in to check us out than we've had probably in the last six months!" - *Kimberly Gunn, Green Baybeez, De Pere, WI*

"I opened my doors at 9 a.m. and by 11 a.m. the store was full! The store saw about 60% more customers on Small Business Saturday compared to an average day." - *Brian Ohrberg, ZONwerld, Des Moines, IA*

"Small Business Saturday is one of my best days of the year for sales, the store should bring in 75% more in sales than a typical Saturday." - *Sarah Taby, Vintage Shop, Carlisle, PA*

"One in five people made a purchase on Small Business Saturday and STORY saw double the foot traffic and double the sales on Small Business Saturday." - *Rachel Shechtman, STORY, New York, NY*

2013 SMALL BUSINESS SATURDAY FACTS:

- Millions of consumers shopped at independently-owned small business spending \$5.7 billion on the day – up from \$5.5 billion in 2012
- Consumer awareness of Small Business Saturday jumped to 71 percent compared to 67 percent during the same period a year ago
- 43 U.S. Senators endorsed a resolution recognizing November 30, 2013 as Small Business Saturday and supporting efforts to encourage consumers to shop locally and increase awareness of the value of locally owned small businesses and the impact of locally owned small businesses on the economy of the United States
- Elected officials in all 50 states and Washington, D.C. – including President Obama and many senior government officials – championed Small Business Saturday
- Nearly 370 small business advocate groups, public and private organizations supported the nationwide initiative, up from 350 in 2012
- One hundred sixty-six corporations, including FedEx, Foursquare, Twitter and the United States Postal Service, banded together with American Express to promote shopping at small businesses for Small Business Saturday
- In November alone, more than 352,000 tweets were sent in support of Small Business Saturday, many using the hashtags #SmallBizSat and #ShopSmall, a 65% increase from the previous year

JOIN THE COALITION:

Building on the success of the previous three years, we plan to scale this year's Small Business Saturday by expanding the coalition of supporters and creating more local events around the country. This includes support from advocacy organizations that join the initiative to motivate constituents through incentives and offers to Shop Small on November 29, 2014.

The coalition will be led by Women Impacting Public Policy, a business advocacy organization representing small businesses. **Join Us!**

CONTACT INFO:

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Whereas, the government of CITY, STATE, celebrates our local small businesses and the contributions they make to our local economy and community; according to the United States Small Business Administration, there are currently 23 million small businesses in the United States, they represent more than 99 percent of American employer firms, create more than two-thirds of the net new jobs, and generate 46 percent of private gross domestic product; and

Whereas, small businesses employ over 55 percent of the working population in the United States; and

Whereas, 89 percent of consumers in the United States agree that small businesses contribute positively to the local community by supplying jobs and generating tax revenue; and

Whereas, 87 percent of consumers in the United States agree that small businesses are critical to the overall economic health of the United States; and

Whereas, 93 percent of consumers in the United States agree that it is important for people to support the small businesses that they value in their community; and

Whereas, CITY, STATE supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods; and

Whereas, advocacy groups as well as public and private organizations across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

Now, Therefore, I, MAYOR NAME, Mayor of CITY, STATE do hereby proclaim, November 29, 2014, as:

SMALL BUSINESS SATURDAY

And urge the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.